Syllabus of Record

Program: CET Barcelona
Course Code / Title: BC/MKTG 325 International Marketing
Contact Hours: 45
Recommended Credits: 3
Primary Discipline / Suggested Cross Listings: Marketing / Business, International Business, Spanish Studies
Language of Instruction: English
Prerequisites / Requirements: Prior coursework in Economics or Business recommended

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Description

This course provides an in-depth exploration of the strategic challenges of marketing in a globalized world, focusing on the interplay of cultural, political, and economic factors that shape international strategies. Emphasizing European markets and Barcelona's dynamic role in global trade, students will analyze consumer behavior across cultures, market research techniques, branding, sustainable marketing strategies, and the integration of technology. The course integrates local insights with global trends, equipping students to address dynamic challenges in international marketing.

Objectives

Through their participation in this course, students will:

- Analyze the impact of cultural, political, and economic forces on global marketing strategies.
- Evaluate consumer behavior across diverse cultural contexts and adapt campaigns accordingly.
- Apply international market research tools and methodologies, considering cultural and linguistic differences.
- Develop global marketing strategies, balancing standardization with localization.
- Understand branding and positioning principles.
- Explore digital marketing innovations and address global privacy and regulatory challenges.
- Create sustainable marketing strategies aligned with ethical and consumer expectations.
- Integrate theoretical and practical knowledge through case studies specific to Barcelona and Catalonia.

Requirements

In this course, students are expected to actively engage with the content and demonstrate their understanding through the assignments. Students must complete all assigned readings before class and attend all field study components, applying theoretical knowledge to practical situations. Reading assignments are generally 20-30 pages per class session. Attendance policies are

outlined in the CET Attendance Policy. All assignments must be submitted via Canvas unless otherwise noted.

Graded assignments include:

- **Participation**: Active participation in class discussions and activities, contributing to a collaborative learning environment.
- **Quizzes**: Two quizzes (multiple choice format) assessing comprehension of key concepts, theories, and frameworks discussed in the course.
- **Individual Presentation**: A 10-15 minute presentation based on a Barcelona-focused case study, analyzing a global product, service, or marketing campaign with a local connection.
- **Team Project:** A collaborative international marketing plan, with an executive summary and an oral group presentation due at the end of the term.

Grading

Participation (see rubric below)	15%
Quizzes (2 at 15%)	30%
Individual Presentation	25%
Team Project	30%
Written component, 15%	
Oral component, 15%	

Class Participation Grading Rubric

	A – 90-100% Exemplary	**B – 80-89% Proficient**	**C – 70-79% Developing**	**D – 60-69% Unacceptable**	**F – 0-59% Missing**
Frequency of class participation	Actively contributes 2+ times per meeting	Actively contributes at least 1 time per meeting	Actively contributes at least half of the time during term	Actively contributes less than half of the time during term	Does not contribute

Quality of class participation*	Contribution is always thoughtful, accurate, and constructive, frequently interacting with peers	Contribution is mostly thoughtful, accurate, and constructive, usually interacting with peers	Contribution is somewhat thoughtful, accurate, and constructive, sometimes interacting with peers	Contribution is rarely thoughtful, accurate, and constructive, rarely interacting with peers	Does not contribute or interact with peers
Level of class preparation	Always fully prepared and on task	Mostly prepared and on task	Somewhat prepared and on task	Rarely prepared and on task	Consistently unprepared and not on task

Textbooks

Cateora, Philip, John Graham, and Mary Gilly. *International Marketing. 18th ed*. New York: McGraw-Hill Education, 2019.

Kenyon, Alexandra, Isobel Doole, and Robin Lowe. *International Marketing Strategy: Analysis, Development, and Implementation. 9th ed*. London: Cengage, 2022.

Readings / Resources

Chong, Mark, Chee Wei Tan, Jiao Tan, and Vignesh Baskaran. "Singapore's 'Crazy Rich Asians' Experience of City Branding." *Singapore Management University Case*, 2019.

Court, David, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik. "The Consumer Decision Journey." *McKinsey Quarterly*, June 1, 2009.

Gordon, Jonathan, and Jesko Perrey. "The Dawn of Marketing's New Golden Age." *McKinsey Quarterly*, February 2015.

Holt, Douglas. "Branding in the Age of Social Media." *Harvard Business Review*, March 2016.

Rayport, Jeffrey F. "Advertising's New Medium: Human Experience." *Harvard Business Review*, March 2013.

Salomon, Robert. Globalization: *A Cautionary Tale. In Global Vision: How Companies Can Overcome the Pitfalls of Globalization*, 1-16. New York: Palgrave Macmillan, 2016.

Teixeira, Thales S. "From TV to Web: Content Strategies for Ads That Drive Online Sales." *IESE Insight*, 2014.

Content

Topic 1 – The International Marketing Environment

- Key cultural, political, and economic forces shaping global marketing.
- Globalization and regional integration: Opportunities and challenges.
- Political risks and their influence on marketing strategies.
- Local Focus: The potential economic and marketing implications of hypothetical Catalan independence.

Topic 2 – Consumer Behavior Across Cultures

- Psychological and cultural influences on consumer decision-making.
- Cross-cultural consumer behavior.
- Adapting marketing campaigns to align with diverse consumer values.
- Local Focus: The enforcement of Catalan-language packaging laws and their impact on product sales and consumer preferences in Catalonia.

Topic 3 – Market Research in a Global Context

- Tools and methodologies for conducting international market research.
- Adapting research approaches for cultural and linguistic differences.
- Challenges of secondary data analysis in global markets.
- Local Focus: Field observation and analysis of Barcelona's small business sectors and their marketing strategies.

Topic 4 – Developing Global Marketing Strategies

- Planning and organizing global marketing initiatives.
- Adapting products and services for consumers and businesses across markets.
- Managing international distribution channels and marketing communications.
- Local Focus: "Brand Barcelona" as a global marketing case study: positioning the city as a hub for tourism, innovation, and culture.

Topic 5 – Branding and Positioning in International Markets

- Building and maintaining a global brand identity.
- Strategies for positioning products in competitive international markets.
- Balancing global consistency with local customization in branding.
- Local Focus: The dual success of "Brand Messi" and "Brand Barcelona FC" in international marketing.

Topic 6 – Digital Marketing and Innovation

- Leveraging technology for international marketing campaigns.
- Emerging trends in digital platforms and consumer engagement.
- Addressing privacy and regulatory challenges in global digital marketing.
- Local Focus: Barcelona as a leader in smart city technology and its integration into international marketing strategies.

Topic 7 – International Product and Pricing Decisions

- Adapting products for diverse international consumer markets.
- Strategies for competitive and ethical pricing in global markets.
- Addressing pricing challenges related to currency fluctuations and tariffs.
- Case Study: SEAT's global pricing strategies and product adaptation for European and non-European markets.

Topic 8 – Sustainable Marketing Practices

- Incorporating sustainability into marketing strategies.
- Ethical marketing and consumer expectations in a global context.
- Measuring and communicating sustainability impact effectively.
- Local Focus: Barcelona's green business initiatives and their role in attracting international investment.

** Syllabus is subject to minor changes in term-specific syllabus at instructor discretion.*